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THE CITY IN YOUR FUTURE



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THE CITY IN YOUR FUTURE



PLAY BALL IN SAN FRANCISCO

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San Francisco's Committee for Major League Baseball

Supervisor Francis McCarty, Chairman

Thomas Gray, Secretary

Lawrence Barrett
President, Larry Barrett Tire Company

Frank N. Belgrano, Jr.
President, Transamerica Corporation

James B. Black
President, Pacific Gas & Electric Co.

Charles R. Blyth
President, Blyth and Company

Gaston I. Goetting
Retired Merchant

Jack Goldberger
President, San Francisco Labor Council

Curley Grieve
Sports Editor, San Francisco *Examiner*

William Leiser
Sports Editor, San Francisco *Chronicle*

Jack McDonald
Sports Editor,
San Francisco Call-Bulletin.

Archie E. Littler
Retired Superintendent,
Western Union Telegraph Company

Garret McEnerney II
Attorney

N. Loyall McLaren
Partner, Haskins & Sells

Jerd F. Sullivan, Jr.
Director,
Crocker-Anglo National Bank

Benjamin H. Swig
President, Fairmont Hotel

Dean Witter
President, Dean Witter & Company

Bud Spencer
Sports Editor, San Francisco *News*

SAN FRANCISCO PUBLIC LIBRARY

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SAN FRANCISCO BOARD OF SUPERVISORS

In San Francisco, a combined city and county, the board of supervisors is a city council as well as a county legislative body. The board's biggest responsibility is budget control.

It was the board of supervisors which, by a formal resolution, called for the creation of San Francisco's Committee for Major League Baseball—objective: a big league franchise.



John Jay Ferdon, President
Attorney



Mrs. Clarissa
McMahon, Attorney



J. Eugene McAteer
Attorney



James Leo Halley
Businessman



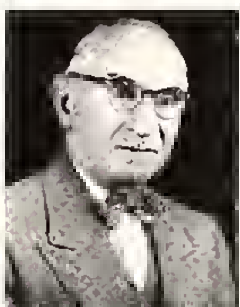
Henry R. Rolph
Attorney



Harold S. Dobbs
Attorney



William C. Blake
Businessman



Dr. Charles C. Ertola
Dentist



James J. Sullivan
Real estate man



Joseph M. Casey
Labor consultant



Francis McCarty
Attorney

THREE LEADERS



Former Mayor Elmer E. Robinson, who retired in January of 1956 after completing two terms in office, got things started by appointing a committee of noted San Franciscans to work toward obtaining a major league franchise for the city.



Mayor George Christopher made it one of his first official acts to re-appoint the baseball committee so that its work would continue without lapse. Since then, Mayor Christopher has amply demonstrated his keen personal interest in the project.



Supervisor Francis McCarty, a member of the important finance committee of the legislative body, has been chairman of the baseball committee since it was first created. It was Supervisor McCarty who initiated the city's 1954 baseball bond issue.

THE CITY IN YOUR FUTURE

SOONER or later a major league baseball team will wear the letters "S. F." on its uniform caps. The westward shift of population, as well as other factors of geography and economics, would appear to make this inevitable—and desirable. If anything, San Franciscans believe, the major leagues are already years late in coming to grips with history. This booklet will introduce those interested in the move West to some of the San Franciscans who have been paving the way for it, and to certain facts about San Francisco which baseball's "front offices" ought to have on hand. It is a warm invitation to . . .

PLAY BALL IN SAN FRANCISCO

SAN FRANCISCO

Has the Money

The Voters

Indorsed Big League Ball

When They Passed

A Bond Issue

IT TAKES money, and lots of it, to establish the kind of big league baseball plant San Francisco wants. San Francisco has that money, most of it voted through the whole-hearted enthusiasm of the people of San Francisco, who have, in effect, given major league baseball an overwhelming vote of confidence.

The keystone in this financial structure is a bond issue of \$5,000,000 approved by the voters in November of 1954. City officials, heartened by the support of the people they serve, are prepared to provide additional millions to build a stadium and an accompanying parking facility.

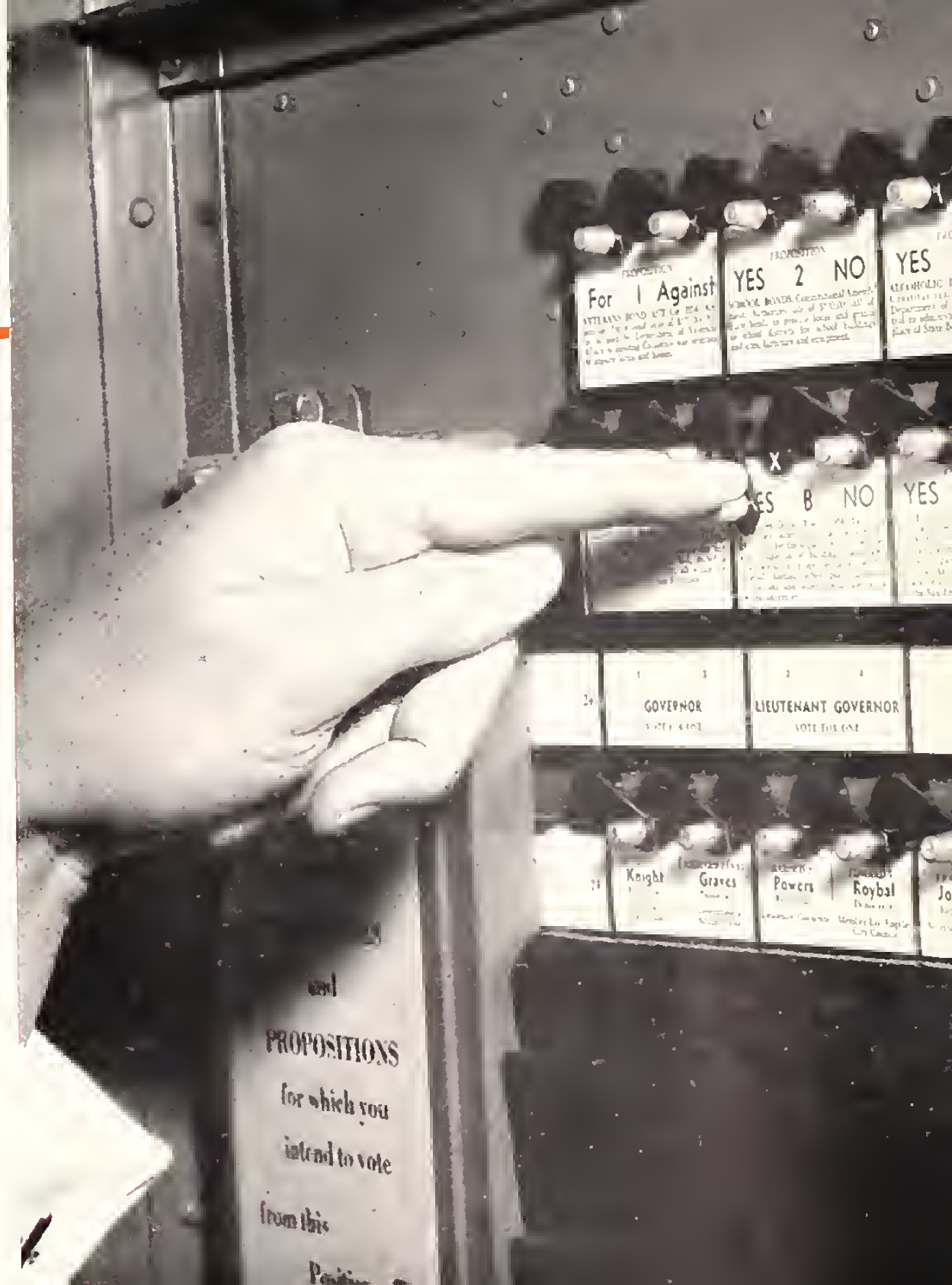
Current estimates place the over-all cost at \$8,500,000. This investment is by no means intended as a gift or subsidy. It is anticipated, of course, that receipts from the stadium will eventually return this money to the city treasury. But it is proposed to do this over a reasonably long period of years, so that rental fees will never be more than a nominal amount, fair to the major league club and fair to the city. San Francisco is confident that both the team and the city will prosper in bringing big league baseball to the Bay region.

Enthusiastic voters all but wore out the "Yes" levers on the voting machines in registering their approval of a big league baseball bond issue.

BOND ISSUE financing, the San Francisco way, requires a high degree of unanimity among both city officials and the electorate. Before a bond issue goes to the voters it must be approved by the mayor and the board of supervisors. After that, it must be approved by at least two out of every three voters taking part in the election.

The baseball bond issue of 1954 passed all these hurdles with no difficulty whatever. Supported by the public and the press, the measure received far more than the required number of votes to become an official bond issue authorization.

As a result, the \$5,000,000 is now "on the books" ready to be used when the city is assured of a big league franchise. Terms of the measure require this assurance by November of 1959.



SAN FRANCISCO

Builds for the Future

The City

Invests Many Millions

In Improvements

Of All Kinds

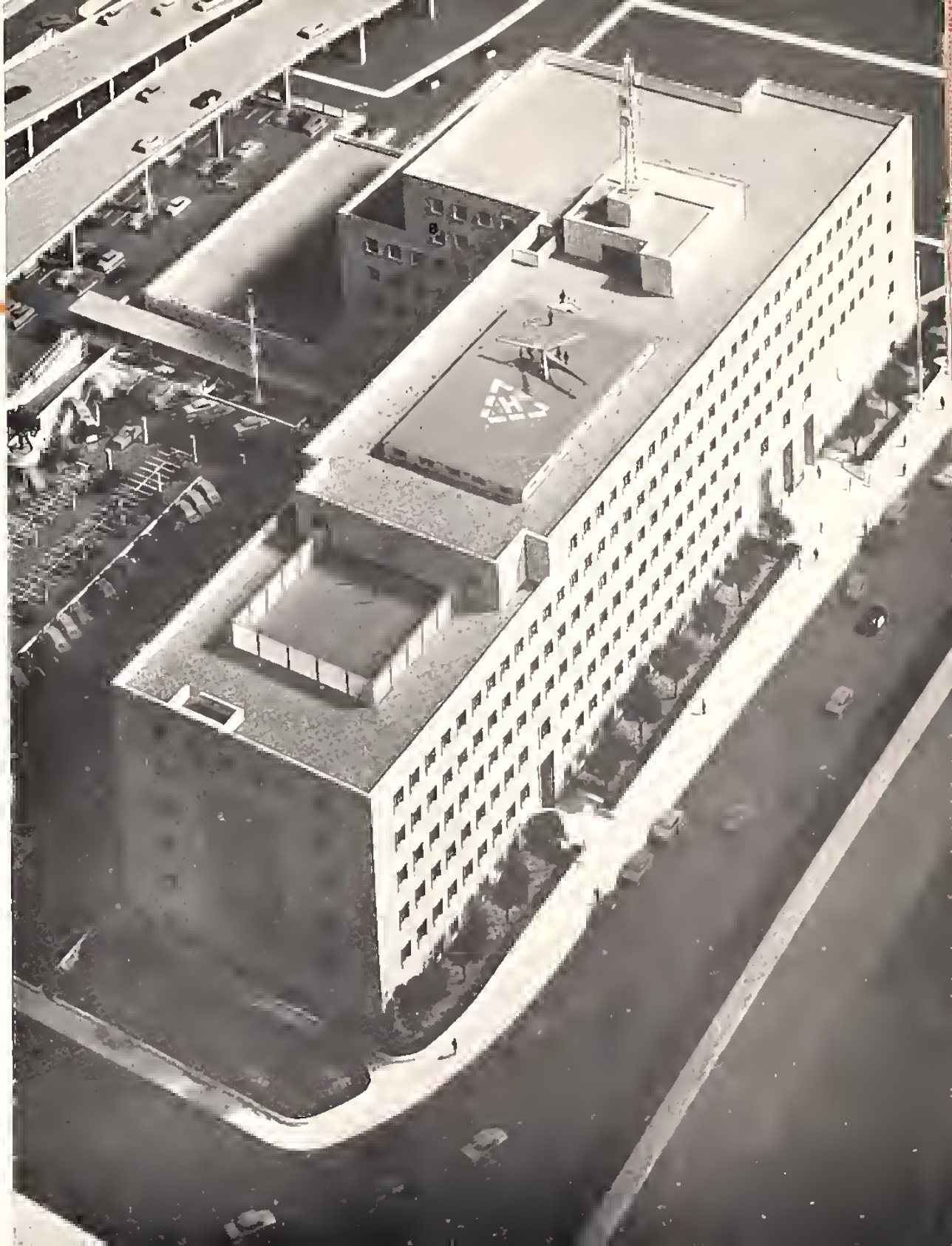
IT TAKES only a brief examination of San Francisco's ambitious postwar building program to grasp the picture it presents of a dynamic community, proud of its past and confident of its future. It covers a wide range of civic improvements, from a \$1,000,000 overhaul of the venerable cable car system to \$54,000,000 for new hydro-electric plants in the city's Sierra Mountain water and power development.

Nine-digit arithmetic is required to present the scope of the city's public works activities. In the period from 1946 to 1956, the people of San Francisco spent \$289,064,205 on capital improvements for the municipal plant. In addition to this they authorized still another \$162,542,000 in bond-financed projects, and the city departments are now translating this sum into the steel and concrete of actual construction.

One item on the approved list awaits only the word from a major league baseball team. That item is the baseball stadium which the voters authorized in 1954 against the day when a franchise is transferred to San Francisco. Confidence, again, in the future.

Architect's model of new Hall of Justice, another project in San Francisco's improvement program.

A SAMPLING of the city's project list shows the types of improvements being provided in San Francisco. For example, a \$53,158,000 school building program has just been completed and another \$27,000,000 authorized for more schools. Some \$8,500,000 has been spent for playgrounds and swimming pools, and another \$3,500,000 for other recreational facilities. An additional \$7,000,000 has been authorized for this purpose. A \$19,475,000 Hall of Justice is about to be built, and the voters will be asked shortly to approve \$22,150,000 for a new Courthouse.



SAN FRANCISCO

Has Financial Standing

In Finances

San Francisco's Affairs

Are Soundly Managed

And Rock-Solid

CITY financial matters are managed in San Francisco with what might be termed "lavish prudence." Funds are and always have been made available for desirable public improvements. But the annual budget is balanced on a cash basis; a carefully calculated amortization schedule keeps a sizeable reserve of legal bonding power available, and careful attention is paid to keep assessments and taxation well in hand. Tax delinquency in San Francisco is all but negligible, amounting to less than 1 per cent.

This kind of money management has given San Francisco a superb credit rating among American municipalities. In a bond market in which other cities have been paying an average of 3.48 per cent on municipal bonds, San Francisco recently sold its bonds at an interest rate of 2.56 per cent.

San Francisco bonds are eagerly sought "blue chips" because San Francisco is no over-extended, taxed-to-the-hilt, problem-ridden community, but one in which steady growth, economic stability and careful city government have combined to put city finances on a solid footing. Investors know they can count on San Francisco's reputation.

*These tabulations show the scope of
San Francisco's building program—
Much done, more yet in progress.*

AVAILABLE BALANCES—BOND FUNDS

JUNE 30, 1957

Year	Purpose	Total
1944	Sewers	\$ 1,175,105.77
1947	Street Improvement	4,992,674.63
1947	Off-Street Parking	2,928,793.60
1947	Hetch Hetchy Water	82,423.78
1947	Recreational Facilities	702,022.40
1948	Sewage Treatment	562,832.46
1948	New School Buildings	521,518.69
1949	Airport	217,027.89
1949	Cherry Valley Dam	1,070,802.00
1952	Firehouse Construction	1,188,427.32
1954	Sewer Construction	9,676,306.27
1954	S. F. Hospital Improvements	4,263,714.02
1954	Laguna Honda Home	2,064,159.94
1954	Big League Ball Park	5,000,000.00
1954	Underground Exhibit Hall	22,530.72
1955	Hetch Hetchy Power Plants	51,925,613.52
1955	Recreational Facilities	6,497,662.88
1956	Hall of Justice	17,930,051.07
1956	Schools	26,837,326.45
1956	Airport	24,883,185.72
		<u>\$162,542,179.13</u>

IN TEN YEARS A \$289,000,000 EXPANSION

ADDITIONS TO PROPERTIES, JULY 1, 1946, TO JUNE 30, 1956

GENERAL CITY AND COUNTY:

General Government

Civic Center, City Hall . . . \$610,620.56

Public Safety

Fire Department 4,846,635.65

Police Department 965,371.72

Dept. of Electricity 87,201.61

Highways

Streets, Tunnels, Bridges,
etc. 38,143,067.47

Asphalt Plant 488,417.37

Off-Street Parking 941,573.60

Sanitation

Sewers and Sewage
Disposal 36,834,458.21

Street Cleaning Dept. 285,218.21

Health Conservation

Hassler Health Home 98,765.59

Civic Center Health
Bldg. 223,050.75

Hospitals

S. F. Hospital 1,523,967.04

Emergency Hospitals 71,175.62

Laguna Honda Home 982,727.42

Public Welfare

S. F. Welfare Dept. 417,160.46

Corrections

County Jails 29,095.91

Youth Guidance Center 4,347,146.80

Log Cabin Ranch 123,046.41

Schools \$53,158,266.09

Libraries 605,183.50

Recreation

Playgrounds and
Swimming Pools 8,431,024.16

Museums, Art Galleries,
etc. 630,023.56

War Memorial and
Opera House 15,176.76

Parks and Squares 2,565,009.84

Auditorium 121,224.82

Golf Links 622,149.96

Kezar Stadium 414,723.62

Other

Warehouse and
Corporation Yard 824,716.82

Miscellaneous 389,506.05

Total General City and

County 158,795,705.58

PUBLIC SERVICE ENTERPRISES:

Municipal Railway 29,378,079.86

Hetch Hetchy Projects 28,047,457.91

Water Department 28,871,489.31

Airport 41,667,797.47

Public Utilities
Commission 2,303,675.01

Total Public Service

Enterprises 130,268,499.56

Grand Total \$289,064,205.14

SAN FRANCISCO

Has the Payrolls

**High Levels
Of Pay and Employment
Are Characteristic
Of the Area**

CONSIDERED as a market area the San Francisco region stands high in the nation among similar trading zones in both total employment and buying power. San Francisco itself is a great port, a banking and insurance center, and the home of key industries. Hence the city has an unusually high percentage of professional and technical workers.

Sales Management, in its Survey of Buying Power, has estimated "effective buying income" by computing total payroll figures and subtracting State and Federal taxes. The latest index of this kind places San Francisco's effective buying income at \$2,069,585,000. The same survey estimates the buying power of the six-county San Francisco metropolitan district at \$6,193,220,000. The "close-in" nine-county Bay Area is credited with \$7,466,905,000 in spendable income. And the thirteen-county Bay market zone is computed to have, after taxes, \$8,967,130,000 in income.

Latest estimates indicate San Francisco payrolls contain 476,700 workers, those of the metropolitan area 1,080,300.

San Francisco's waterfront and financial district are two reasons why the city is the capital of a great regional empire.

IN SAN FRANCISCO, the biggest payrolls derive, in this order, from: Wholesale and retail trade; manufacturing industries; transportation and public utilities; service industries; finance, insurance and real estate; construction and contracting.

Biggest manufacturing industries, in order, are food processing, printing and publishing, fabricated metal products, and apparel. San Francisco is also a major center for Federal and State offices, as well as a headquarters area for important armed services installations.



SAN FRANCISCO

Has the Climate

Nature

Air-Conditions the City

With Clean Breezes

From the Pacific

NOVELISTS, newspaper columnists and poets have devoted lavish attention to San Francisco's unique climate. Mystery writers—and at least one poet—have made much of the cool grey fog. Others have dwelled on the city's natural air conditioning, obligingly provided by the prevailing breezes from the Pacific. The more pedestrian reports of the Weather Bureau, however, present the facts with less fancy.

Whatever the season, San Francisco's weather is usually good. The Weather Bureau says the city enjoys sunshine for 66 per cent of the hours when sunshine is mathematically possible. This, as it happens, is the same percentage of sunny hours enjoyed by the Sunshine City of Miami, Florida. And fog? The Lighthouse Service, which keeps records on this kind of thing, says San Francisco gets 153 hours of the misty stuff in a *year*. Some city districts escape it entirely.

Temperatures in San Francisco add up to most individuals' notion of perfect "working weather." There are no sweltering summers, no icy winters, no spring thaws. The year around, San Francisco is neither hot nor cold. The annual average high: 62.6. Annual average low: 50.4.

The women call it a "suit weather" climate—too cool for cottons, usually, but also too warm for coats.

INTERESTING comparisons among cities are to be found in the charts of the Weather Bureau. Annual average rainfall in San Francisco, for example, is 22.02 inches, most of it falling in the winter time. New York averages 42.99 inches of rain and Miami 57.77. The Bureau credits San Francisco with an average of 164 completely clear days each year, while New York gets 105, and Miami 97. Lowest temperature on record in San Francisco is a frigid 27 degrees, same as Miami's coldest ever. Average wind velocity in San Francisco is 9.1 miles per hour. In Miami, 9.3 miles per hour.



SAN FRANCISCO

Has a Metropolitan Press

Sports Pages

Of Bay Area Newspapers

Give Lively Coverage

To Baseball

BASEBALL and the sports pages—it is difficult to imagine either existing without the other. Everybody knows the importance of the sports pages to baseball, from the sandlots to the major leagues. And everybody knows the color the national game provides for the sports pages.

San Francisco has four great newspapers, and four great sports sections in those newspapers. The morning journals are the *San Francisco Examiner* and the *San Francisco Chronicle*; afternoon dailies are the *San Francisco News* and the *San Francisco Call-Bulletin*. Just across the Bay Bridge is a fifth metropolitan newspaper, the *Oakland Tribune*.

The sports editors of these newspapers are nationally known—Curley Grieve, of *The Examiner*; Bill Leiser and Art Rosenbaum, of *The Chronicle*; Bud Spencer, of *The News*, and Jack McDonald, of the *Call-Bulletin*. Their by-lines and those of the talented baseball specialists on their staffs are “good news” in hundreds of thousands of Northern California homes every day of the week. Besides the metropolitan papers, the Bay Area has a strong hometown press in the excellent dailies of the smaller cities.

*Giant presses of the big dailies pour
out the news in a thundering cascade.*

ALAMEDA
TIMES-STAR

SAN JOSE
MERCURY

BERKELEY
GAZETTE

SAN MATEO
TIMES

PALO ALTO
TIMES

SAN RAFAEL
INDEPENDENT

REDWOOD CITY
TRIBUNE

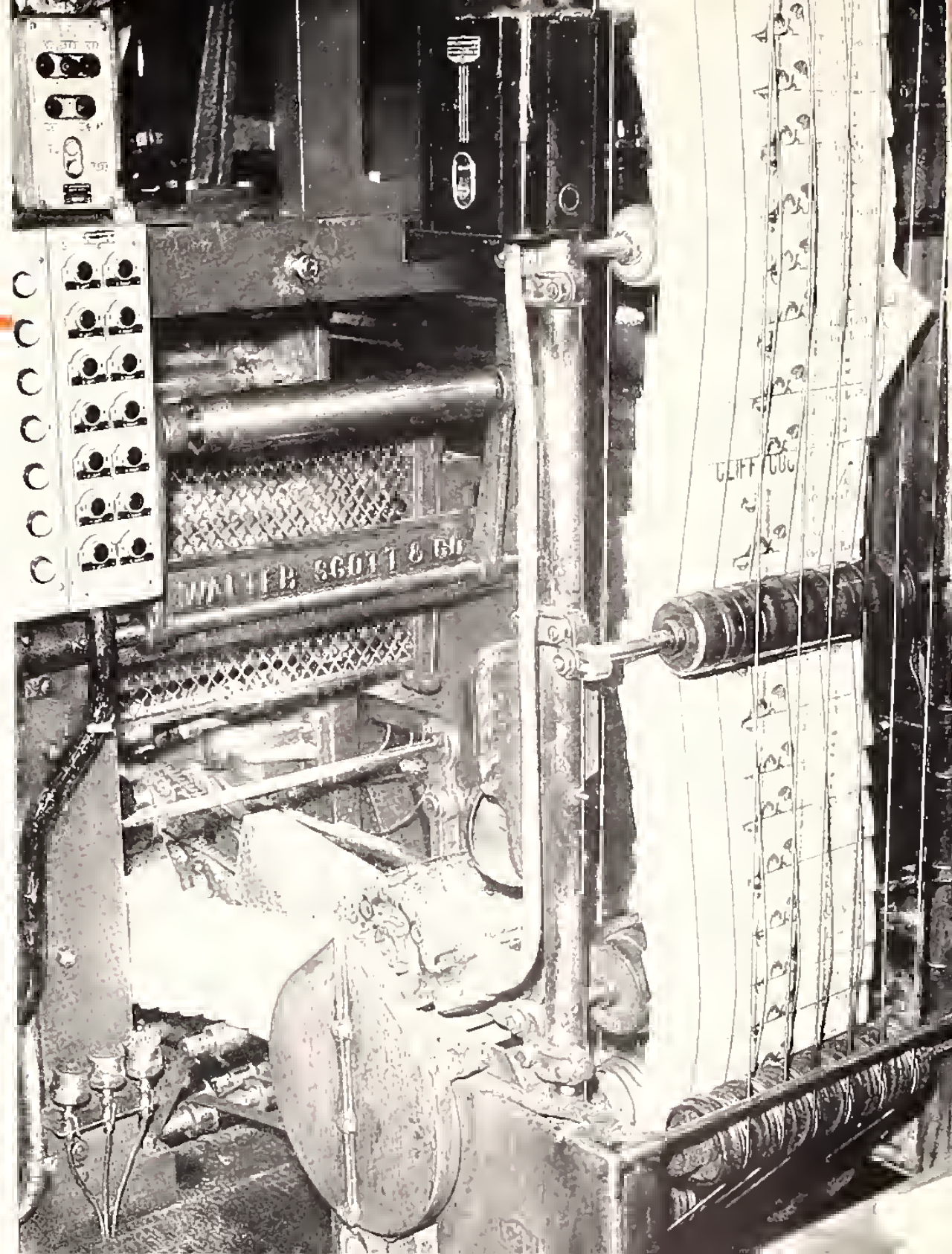
SANTA ROSA
PRESS-DEMOCRAT

RICHMOND
INDEPENDENT

STOCKTON
RECORD

SACRAMENTO
BEE

VALLEJO
TIMES-HERALD



SAN FRANCISCO

Has Television and Radio

Sports Reporters

Of Radio and Television

Are Both Expert

And Popular

BESIDES the daily press, the major public information media for the San Francisco area are the radio and television stations, which provide both news and sports coverage, some of them in great detail.

San Francisco has twenty-one radio stations in the metropolitan area. There are four standard "very high frequency" television stations, KRON, KGO-TV, KPIX, and KQVR, and a fifth is expected to be ready for broadcasting shortly. In addition there is an "ultra high frequency" television station, KSAN-TV.

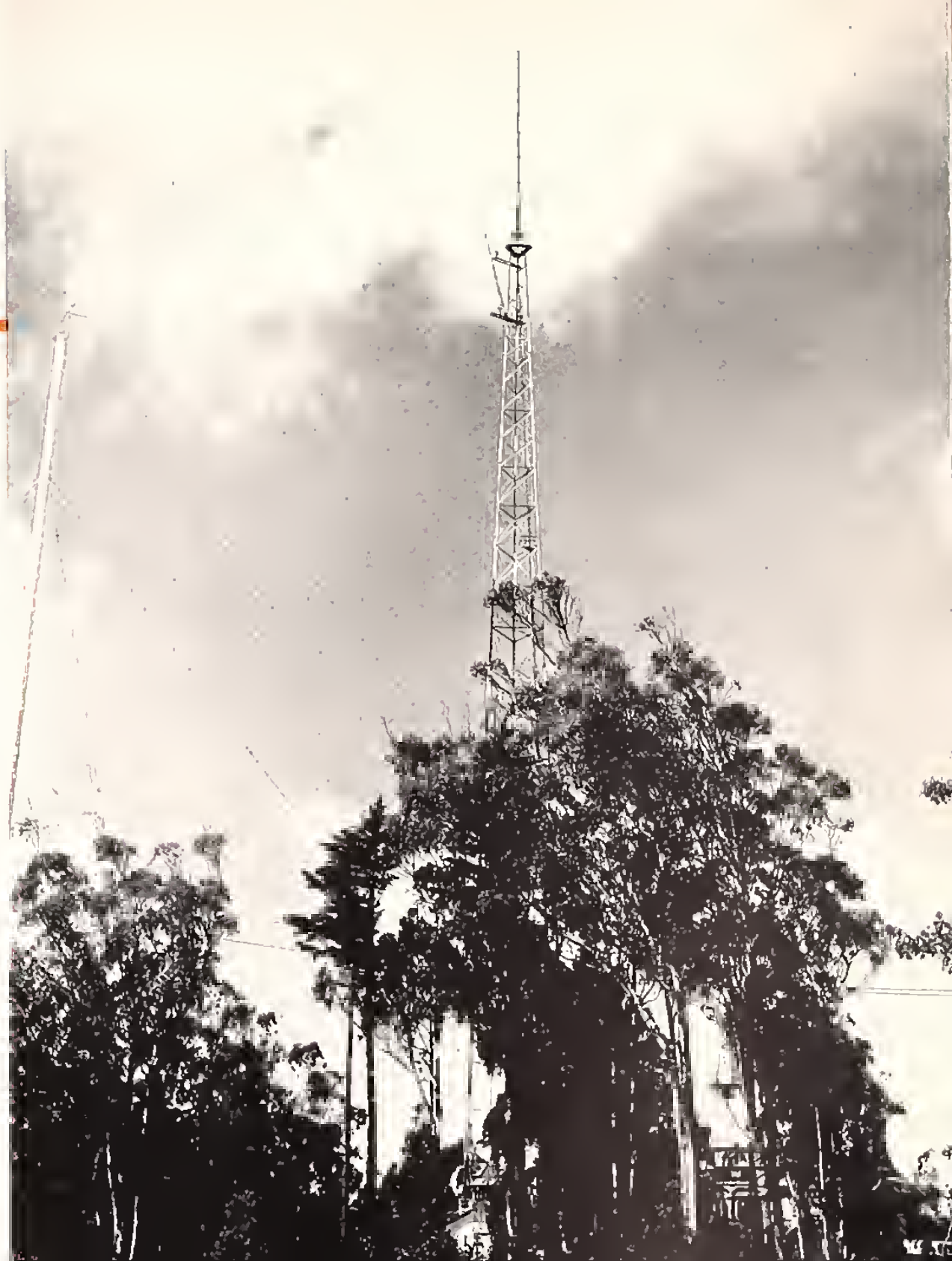
All the major networks have both radio and television outlets in San Francisco. A non-commercial enterprise is San Francisco's pioneering educational television station, KQED.

In the network field, KRON is the National Broadcasting Company television affiliate, while KPIX is the Columbia Broadcasting System outlet. KGO-TV is the outlet for the American Broadcasting Company. KNBC and KCBS are the radio stations of the NBC and CBS chains, while KGO is the ABC radio station.

Transmitting tower on Mount Sutro in San Francisco beams the TV programs of KGO and KPIL to the Bay region.

LIKE the newspapers, radio and television in San Francisco have their sports by-liners. Men like Hal Wolf, KNBC sports editor, and his associate, Ira Blue; Dink Templeton and his staff at KFRC; Bill Laws, Frank Walsh, Bud Foster, Roy Storey and Frank Sobrero of KLX in Oakland; Don Klein and Dick Godfrey, of KCBS; Bob Fouts, sports analyst for KYA; Larry Doyle, KGO commentator; and many others.

Sports coverage ranges from quick summaries of the major league ball scores, to complete game descriptions, sports commentaries and interviews.



SAN FRANCISCO

Draws Conventions, Tourists

Travelers

And Convention Delegates

Love the City

By the Bay

AS ONE OF the most famous tourist cities of the world, San Francisco annually attracts hundreds of thousands of visitors from every State in the nation and from nearly every foreign nation as well. The cool San Francisco climate, combined with other factors such as the city's basic attraction for visitors, its fine hotels and restaurants, makes San Francisco a favorite locale for conventions, too. The San Francisco Convention and Visitors' Bureau works diligently to invite such visitors, and to make their stay a pleasant one. San Franciscans are looking forward to the day when a major league baseball team will be numbered among its many tourist attractions.

San Francisco is unusually well provided with hotels to house the visiting tourists and convention delegates. Census figures list 521 hotels with 45,136 guest rooms. And the de luxe motel is also becoming a thriving industry in San Francisco and its environs. There are fourteen hotels with 300 rooms or more, and 166 hotels of between 100 and 299 rooms. Some 8,000 persons are employed in the hotel industry.

*Not the least of the city's
tourist charms is the quaint
personality of the cable car.*

MANY a guidebook has been written to describe the scenic and recreational attractions of San Francisco. A mere listing would fill many pages. There are the world-famous cable cars, and the breath-taking ride up and down the steep San Francisco hills. Golden Gate Park, with its aquarium, museum, Japanese tea garden, acres of beautiful shrubs and flowers. Chinatown. The Opera. Theatres and night clubs. The fine shops and stores. Restaurants of all kinds—Armenian, German, Italian, Japanese, French, Spanish, Swedish, Swiss or any other nationality where fine cuisine is a tradition. Space forbids even a catalogue.



SAN FRANCISCO

Has an International Airport

Busy Terminal

Is Gateway to the Orient

And Traffic Center

For Domestic Lines

AIRPORT facilities constructed by San Francisco are second in quality to none in the world. San Francisco has been open-handed in providing the millions needed to maintain a position as Gateway to the Orient, in the new field of aviation as in the older one of sea travel.

San Francisco has an investment of more than \$50,000,000 in its International Airport. At the last election the voters authorized another \$25,000,000 to be spent in further development of the airport, including the improvements necessary to make ready for giant jet aircraft.

Showplace of International Airport is the magnificent new terminal building, opened in 1954 and already famous among the air travelers of the world. Besides spacious ticket lobbies, efficient baggage handling facilities and other such workaday features, the big terminal has fine restaurants, beautifully appointed lounge areas, specialty shops, cocktail bars and many other luxuries for the airline passengers.

The city's investment in airport facilities used by the airline companies has been cited as precedent, if one were needed, for similar investment in a major league baseball stadium for private leasing.

*San Francisco invested \$15,000,000
in a new terminal building for its
airport, one of the world's finest.*

AN ESTIMATED 3,700,000 passengers will pass through International Airport in 1957. These are the customers of the major airlines which make San Francisco a key city on their flight schedules. The roster includes American Airlines, British Overseas Airways, Japan Air Lines, Qantas Empire Airways, Pan American World Airways, Trans World Airlines, United Air Lines, Western Air Lines, Southwest Airways, and many others.

San Francisco's future major league baseball team will be able to count on the best in air travel service in meeting its game schedule.



SAN FRANCISCO

Has City-Owned Transit

The City Runs

One of the Nation's Biggest

Public Transit

Systems

PUBLIC ownership of the transit system has given San Franciscans an advantage not enjoyed in many other big cities. Under public control the emphasis has been on service. San Francisco has not hesitated to provide millions in tax subsidy for the Municipal Railway, rather than reduce service standards or raise the 15-cent fare rate.

With this philosophy the Municipal Railway has been much more successful than other transit systems in retaining its customers in the face of competition from the private automobile.

The railway is considered by the public utilities commission to be a \$100,000,000 property. Its annual budget in recent years has been around \$24,000,000. A \$20,000,000 bond issue was voted in 1947 for transit improvements, and another \$4,750,000 program is under study.

The Municipal Railway operates a fleet of 1,150 vehicles, and carries nearly 200,000,000 passengers a year, making it one of the nation's biggest transit operations. The 1947 bond issue provided funds for modern shops, as well as for rolling stock, so the system's vehicles are smartly maintained both mechanically and in appearance.

Municipal Railway operates modern diesel buses, streamlined streetcars, electric buses and cable cars.

FOUR kinds of vehicles are operated by the San Francisco transit system, each with a specialty assignment. The famed cable cars traverse the steep hills and also serve a decided sentimental need. The hill-climbing chore is shared by the railway's fleet of electric buses. Streetcars are used on certain heavily patronized main lines. Workhorse of the system is the diesel bus, which fills in everywhere else.

Service-conscious Municipal Railway is well skilled in providing special transit facilities for sporting events. The new San Francisco baseball stadium will have a bus parking area for transit patrons.



SAN FRANCISCO

Has Big League Football

Big Success

Of Professional Football

Points the Way

For Baseball

BIG LEAGUE football has been prospering on the West Coast both in San Francisco and Los Angeles. Both the Los Angeles Rams and the San Francisco Forty-niners have been among the top four teams in drawing power for the last five years, and on the road the Forty-niners have been outdrawing them all. San Francisco home games are played in Kezar Stadium, a city-owned facility, with the Forty-niners paying a rental fee to the city of 10 per cent of the gross.

In the 1956 season, the Forty-niners played six league games and three exhibition games at Kezar, to a paid attendance of 343,217, and a gross of \$1,065,301. In the six league games the average attendance per game was 41,287—more than some stadiums in the league will even hold. Kezar, originally designed for school contests, has no vast parking area, incidentally, in connection with it.

City revenues from professional football have been going up steadily, from \$53,923 in 1951 to \$106,530 in 1956. Big league football has been good business for the Forty-niners, good business for the city and top entertainment for the fans.

*Municipally owned Kezar Stadium
is the leased home of the 49'ers,
San Francisco pro football team.*

GREATEST rivalry in the National Football League is between the San Francisco and Los Angeles teams. In one league game in Los Angeles a Rams-Forty-niners contest drew a crowd of 93,261, the second-highest in the league's history.

In the last five years, the paid attendance figures for the two league games and one exhibition per season between these rivals has been, in order, 194,228, 169,603, 237,151, 211,035 and 184,005. Single exhibition games in Los Angeles have attracted crowds ranging from 58,000 to 84,572. Spirited competition between San Francisco and Los Angeles is a California tradition.



SAN FRANCISCO

Has Seals Stadium

Going Plant

Is Ready and Available

As Temporary Home

For a Team

THE EXISTING professional baseball park in San Francisco is Seals Stadium, home of the San Francisco Seals of the Pacific Coast League. This stadium would be available to a major league team for immediate and temporary use while the bigger municipal stadium was under construction.

Seals Stadium is a well-built concrete structure with an excellent playing field and a good lighting system. Its capacity is 21,000, and there are an estimated 1,300 curb parking spaces in its immediate area, space for another 700 cars in parking areas beneath a nearby freeway structure. Other off-street parking nearby provides space for an additional 300 cars. The Municipal Railway provides mass transit service to the stadium.

Mr. Paul Fagan, owner of Seals Stadium, has assured city officials he will cooperate with them in arranging for short term use of the ball park for major league games. He has announced his intention of eventually converting the ball park property to industrial use.

*Enthusiastic crowd cheers the home team
in an afternoon game at Seals Stadium.*

CITY engineers have developed a plan for increasing the capacity of Seals Stadium to 37,000 seats. This could be done by altering the layout of the playing field and putting in extensive new construction.

However, it has been generally agreed that this would not provide the kind of permanent big league baseball park that the city wants. The Seals project would cost an estimated \$5,000,000 without answering the key problem of providing sufficient parking.

Available land for parking development is extremely scarce around Seals Stadium.



SAN FRANCISCO

Has the Population

To Millions

In California

"The City" Means

San Francisco

THERE ARE 4,000,000 people within the "easy drive" radius of the rich San Francisco trading area. To these people especially, as to the 5,610,000 of Northern Californians generally, San Francisco is The City, capital-in-fact of one of the nation's most productive regions.

San Francisco itself is uniquely compact. Occupying the tip of a peninsula, The City is just 44 square miles in area. As a result, no place within San Francisco is more than a few minutes away from any other place within the city-county limits, either by public transit or private automobile.

In this compact space, San Francisco ranks eleventh in population among American cities, with 807,000 residents. Stanford Research Institute, in preparing rapid transit studies, predicts there will be 830,000 residents here by 1960. The 1970 forecast is 900,000.

The City is the cultural and commercial hub of the nine-county San Francisco Bay Area. Commuter trains, interurban bus lines, freeways, the great bridges, even a helicopter service, link San Francisco with its golden empire.

Map shows the compact trading area of which San Francisco is the cultural and commercial hub.

CORE OF the San Francisco trading area consists of The City and five neighboring counties of the metropolitan zone—San Mateo to the south, Marin to the north, and Alameda, Contra Costa and Solano to the east. This metropolitan zone contains 2,620,000 people.

Add three more counties in the 50-mile range, and the population figure reaches 3,250,000. And the census experts estimate the population of this area is growing at the rate of 10,434 people every month.

Four more counties in the San Francisco orbit—Sacramento, San Joaquin, Santa Cruz and Yolo—bring the population total to, and probably beyond, the 4,000,000 mark. (The phenomenal growth of California makes precise figures impossible.)



THE SAN FRANCISCO LEASE

SAN FRANCISCO is thinking in terms of a major league stadium that would initially seat 40,000. In keeping with modern trends in stadium construction, its facilities would include an extra large number of box seats as well as a luxurious clubhouse. Actual details of construction would be the subject of cooperative conferences between the San Francisco club and city officials. Particular attention would be paid to providing adequate parking facilities for thousands of cars.

Baseball owners have expressed the opinion that the Cleveland lease is a fair one, and San Francisco officials have stated the same view. From the city's standpoint the objective would be to amortize the cost of the stadium, while at the same time affording the club the opportunity to prosper. It is expected

that rentals from sources other than baseball would be available to the city. The stadium could be used for boxing and other outdoor events that would not damage the playing surface.

One important financial consideration that should be mentioned is San Francisco's attitude toward the amusement tax. The city has never imposed one, and a recent resolution by the Board of Supervisors expressed its intent not to adopt such a tax in the future. The Board, as the city's legislative body, is the only agency of city government with the power to vote tax measures.

San Francisco is so confident of the financial success of major league baseball here that it is willing to enter into a percentage lease without requiring a minimum guarantee.



San Francisco-Oakland Bay Bridge, the world's biggest, is one of the two great spans linking San Francisco with its rich market area.

The other, of course, is Golden Gate Bridge, nostalgic symbol to millions of World War II and Korea veterans, and an engineering marvel.



